

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

Claim 1 (currently amended): A printed article comprising:
a substrate having a top surface and a bottom surface;
a graphic image layer including at least one graphic image printed on at least one surface of the substrate; and
a lens array printed ~~on at least one surface of the substrate~~ the graphic image layer,
wherein the lens array comprises a plurality of ~~spaced apart~~ clear, magnifying, convex lenses ~~separated by substantially flat portions~~.

Claim 2 (original): The printed article of claim 1, wherein the substrate is a printable substrate.

Claim 3 (currently amended): The printed article of claim 1, wherein the at least one graphic images are image is printed on the top surface of the substrate.

Claim 4 (currently amended): The printed article of claim 1, wherein the at least one graphic images are image is printed on the bottom surface of the substrate.

Claim 5 (currently amended): The printed article of claim 1, wherein the lens array is printed ~~on the top surface of the substrate above the printed images~~ of the graphic image layer.

Claim 6 (canceled)

Claim 7 (canceled)

Claim 8 (canceled)

Claim 9 (currently amended): The printed article of claim 1, wherein the at least one graphic images are ~~is~~ centered directly under each lens of the lens array.

Claim 10 (currently amended): The printed article of claim 1, wherein the at least one graphic images are ~~is~~ shifted horizontally in relation to the lenses of the lens array.

Claim 11 (currently amended): A lenticular imaging system comprising:
a substrate having a top surface and a bottom surface;
a graphic image layer including a plurality of graphic images printed on at least one surface of the substrate; and
a lenticular lens array printed on ~~at least one surface of the substrate~~ the graphic image layer, wherein the lenticular lens array comprises a plurality of ~~spaced apart~~ clear, magnifying, elongated, parallel, convex lenses, ~~with each lens separated by a substantially flat portion.~~

Claim 12 (currently amended): The lenticular imaging system of claim 11, wherein the lenticular lens array is printed on ~~at least one surface of the substrate~~ top of the graphic image layer.

Claim 13 (currently amended): The lenticular imaging system of claim 11, wherein the plurality of graphic images are centered directly under each lens of the lens array.

Claim 14 (currently amended): The lenticular imaging system of claim 11, wherein the plurality of graphic images are shifted horizontally in relation to the lenses of the lens array.

Claim 15 (currently amended): The lenticular imaging system of claim 11, wherein the plurality of ~~spaced-apart~~ clear, magnifying, elongated, parallel, convex lenses are non-focusing lenses.

Claim 16 (currently amended): The lenticular imaging system of claim 11, wherein the plurality of ~~spaced-apart~~ clear, magnifying, elongated, parallel, convex lenses are spaced-apart by a fixed distance from the plurality of graphic images printed on at least one surface of the substrate.

Claim 17 (currently amended): The lenticular imaging system of claim 16, wherein the plurality of ~~spaced-apart~~ clear, magnifying, elongated, parallel, convex lenses are focusing lenses.

Claim 18 (currently amended): A method of making a printed article, the steps comprising:

providing a printable substrate with a top surface and a bottom surface;
applying at least one graphic image on at least one surface of the substrate; and
~~applying printing~~ a lens array on at least one surface of the substrate above the at least one
graphic image, wherein the lens array comprises a plurality of ~~spaced-apart~~ clear, magnifying,
convex lenses ~~separated by substantially flat portions~~.

Claim 19 (canceled)

Claim 20 (canceled)

Claim 21 (new): The printed article of claim 1, wherein the lenses are dots having a semi-circular cross-section printed from a clear ink.

Claim 22 (new): The printed article of claim 21, wherein the lenses are printed with clear ink through digital, flexography, gravure, lithography, offset lithography and other printing techniques known to those skilled in the art.

Claim 23 (new): The printed article of claim 1, wherein the lenses are lines having a semi-circular cross-section printed from a clear ink.

Claim 24 (new): The printed article of claim 23, wherein the lenses are printed with clear ink through digital, flexography, gravure, lithography, offset lithography and other printing techniques known to those skilled in the art.

Claim 25 (new): A lenticular imaging system comprising:
a substrate having a top surface and a bottom surface;
a graphic image layer including a plurality of graphic images printed on at least one surface of the substrate; and
a lenticular lens array printed on the graphic image layer, wherein the lenticular lens array comprises a plurality of clear, magnifying, circular, convex lenses.

Claim 26 (new): A printed article comprising:
a substrate having a top surface and a bottom surface;

a graphic image layer including at least one graphic image printed on at least one surface of the substrate; and

a lens array printed on at least one surface of the substrate opposite the graphic image layer, wherein the lens array comprises a plurality of clear, magnifying, convex lenses.

Claim 27 (new): A printed article comprising:

a substrate having a top surface and a bottom surface;

a graphic image layer including at least one graphic image printed on at least one surface of the substrate;

a transparent layer applied to the graphic image layer; and

a lens array printed on the transparent layer, wherein the lens array comprises a plurality of clear, magnifying, convex lenses.